

IN THE CLAIMS

Please amend claims 169, 194, 255, 281-283, 290-297, 299-300, and 302 as follows:

--169. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said feature recognition unit.

194. (CURRENTLY AMENDED) A system as defined in claim 179 wherein said "information superhighway" data link comprises a radio frequency ("RF") cellular network.

255. (CURRENTLY AMENDED) A system as defined in claim 254 wherein said service includes displaying promotional programming material on said display unit of a customer.

281. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said feature recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

282. (CURRENTLY AMENDED) A system as defined in claim 281
wherein said feature recognition unit is linked to a
personal computer.

15 283. (CURENTLY AMENDED) A system as defined in claim 281
wherein said feature recognition unit is linked to a
wireless interface.

290. (CURRENTLY AMENDED) A system as defined in claim 281
10 wherein said feature recognition unit is linked to a
personal digital assistant.

291. (CUFFENTLY AMENDED) A system as defined in claim 281
wherein said feature recognition unit is linked to an
15 Internet appliance.

292. (CURRENTLY AMENDED) A system as defined in claim 281
wherein said feature recognition unit is linked to a
television set.

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293. (CURENTLY AMENDED) A system as defined in claim 281
wherein said feature recognition unit comprises a portion
of a cellular telephone.

294. (CURRENTLY AMENDED) A system as defined in claim 281
wherein said feature recognition unit comprises a portion
of a personal digital assistant.

295. (CURRENTLY AMENDED) A system as defined in claim 281
wherein said feature recognition unit comprises a portion
of a remote control unit.

296. (CURRENTLY AMENDED) A system as defined in claim 281
wherein said feature recognition unit comprises a portion
of a handwriting implement.

297. (CURRENTLY AMENDED) A method of providing a user
access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a
printed book;
scanning said machine recognizable feature of said
printed book; and
transmitting data associated with said machine
20 recognizable feature via a communication link to
access said programming material, wherein said
programming material is related to said printed
book.

299. (CURRENTLY AMENDED) The method of claim 297 wherein
said machine recognizable feature is selected from a group
consisting of bar code, universal product code, invisible
bar code, magnetic code, printed character, symbol, icon,
5 invisible indicia, two-dimensional figure, icon, invisible
icon, watermark, invisible watermark, digital watermark,
series of alphanumeric characters, binary code, digital
watermark, magnetic strip, code, analog pattern, and
hieroglyphic character.

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300. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed book, comprising the steps of:

imprinting a machine recognizable feature within said printed book, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said printed book and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceptible form, wherein said programming material is related to said printed book.

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302. (CURRENTLY AMENDED) The method of claim 300 wherein
said machine recognizable feature is selected from a group
consisting of a bar code, a universal product code,
invisible bar code, magnetic code, printed character,
symbol, ~~icon~~, invisible indicia, two-dimensional figure,
icon, invisible icon, watermark, invisible watermark,
digital watermark, series of alphanumeric characters,
binary code, ~~digital watermark~~, magnetic strip, code,
analog pattern, and hieroglyphic character.--

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